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### Comments

**15 pages – AMENDMENT**

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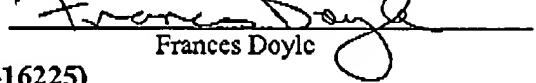
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Frances Doyle

Attorney Docket No.: SCEI 18.302 (100809-16225)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Ken KUTARAGI et al.

Serial No.: 09/780,995

Filed: February 9, 2001

Title: IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS  
ADVERTISING SERVER, AND PROGRAM-  
TRANSFERRING MEDIUM FOR REALIZING IN-  
CONTENTS ADVERTISING

Examiner: Raquel Alvarez

Art Unit: 3622

Confirmation No.: 5881

May 10, 2007

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P. O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the final Office action mailed March 12, 2007, Applicant hereby requests  
that the above-referenced application be reconsidered based on the following:

- I. Amendments to the claims appear on page 2 of this paper; and
- II. Remarks begin on page 12 of this paper.